

## Contact

[www.linkedin.com/in/ricqueljackson](http://www.linkedin.com/in/ricqueljackson)  
(LinkedIn)  
[ricqueljackson.carrd.co/](http://ricqueljackson.carrd.co/) (Personal)

## Top Skills

Event Planning  
Marketing Strategy  
Donor Management

## Languages

English

## Certifications

Content Marketing: Staying Relevant  
Managing Email Marketing Lists and Campaigns  
Content Marketing: Podcasts and Audio  
Branding Foundations  
Establishing Credibility as a Speaker

## Publications

The Rattler Reach

# Ricquel Jackson

Advance Associate at U.S. Department of Labor  
Washington, District of Columbia, United States

## Experience

U.S. Department of Labor  
Advance Associate  
August 2021 - Present (2 years 3 months)  
Washington, District of Columbia, United States

Nu Day Digital Designs  
Agency Owner  
May 2016 - Present (7 years 6 months)  
Greater Atlanta Area

Holiday Vending Company  
Small Business Owner  
May 2020 - Present (3 years 6 months)  
Atlanta, Georgia, United States

Goodie Nation  
Project Manager  
November 2019 - June 2021 (1 year 8 months)  
Atlanta, Georgia, United States

Tom Steyer 2020  
Advance Site Lead  
January 2020 - March 2020 (3 months)  
United States

Stacey Abrams for Governor  
National Events Manager at Stacey Abrams for Governor  
August 2018 - November 2018 (4 months)  
Greater Atlanta Area

Turner (Turner Broadcasting System, Inc)  
Strategic Marketing Specialist  
2012 - 2014 (2 years)  
Greater Atlanta Area

Hired into newly created position to help Off-Channel Promotions team execution of global brand positioning production times, client service including execution of promised deliverables, evaluation of up-sell opportunities, proofing materials and securing approvals.

- Responsible for project management, build and maintained relationships with advertising agencies and vendors, created branding elements,
- Managed artwork creation with promotional product vendors and graphic designers for multiple marketing campaigns and completed campaign recap reports, managed deadlines, production schedules and budget.
- Manage marketing campaigns, ad sales materials and assisted in carrying out tactical parts of event execution including the promotion of New Day Morning Show to over 2,000 CNN employees across 5 bureaus.
- Created and designed presentations and spreadsheets for different levels of management team including CMO, for experiential marketing events across nation with external promotional partners and sponsors, explained innovation strategy, created recap packages, organized planning meetings, and prepared sales presentations
- Served as concept consultant to assist and advise department brainstorm sessions on theme, manage the creation, implementation, cost and quantity of premium buys totaling over \$50,000 for multiple show launches.

## Obama for America

### Fundraising - African American Leadership Council

January 2012 - May 2012 (5 months)

#### Greater Chicago Area

- Created social media campaign, use content marketing to maximize search-ability, managed Facebook and Twitter accounts
- Monitor and engage in relevant social discussions about campaign strategy to nurture existing leads as well as from brand new audiences.
- Manage email campaigns, including the template designs, calls-to-action, content and craft landing pages and lead generation forms for content distribution through relevant paid programs.
- Developed Facebook fan page that has exceeded over 4,000 impressions. Established Twitter page and quickly built following of over 3,000 engaging with the targeted community and using Twitter search and RSS to find potential donors.
- Assisted leadership with the planning of gala reception with President Obama at Tyler Perry Studios in Atlanta, GA; assisted with planning conference,

designed invitations, talent selection, and hosted VIP room and editing of recap video.

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## Education

Florida A&M University

Bachelor's degree, Business Administration · (2006 - 2011)

Florida A&M University

Bachelor's degree, Public Relations · (2006 - 2011)